

# The Michigan Tobacco Quitline



# Tobacco Quitlines

- \* Work in conjunction with physician intervention.
- \* Can provide the treatment intensity that often cannot be provided in a clinical setting due to time constraints.
- \* Provide feedback to physicians and health plans on patient progress.
- \* Increase access to treatment and reduce barriers.
- \* Can provide assistance in multiple languages.
- \* Can provide assistance before and after normal business hours.

# The Michigan Tobacco Quitline

- \* 1-800-QUIT-NOW (784-8669)
- \* 1-877-777-6534 (TTS)
- \* Calls answered between 7 am to 1 am EST 7 days a week
- \* Answering machine after hours (call backs in 24 hours or less)
- \* Provides:
  - \* Referrals to local programs
  - \* One time counseling
  - \* Intensive counseling proactive sessions
  - \* Unlimited reactive calls for one year
  - \* Free NRT to the uninsured
  - \* Self-help materials
  - \* Text-messaging
  - \* Online coaching





# Quitline Counselors

- \* Trained in motivational interviewing techniques.
- \* Counselors have a minimum of a bachelors degree.
- \* Counselors receive clinical supervision from a licensed psychologist.
- \* A Medical Director is on staff and provides oversight.
- \* Trained in the difference between commercial and traditional/ceremonial tobacco use.



# Quitline Service Delivery

- \* Every participant is viewed as an unique participant
- \* Coach assesses motivation and works with caller according to where they are in stages of change
- \* All calls are scheduled by the participant in order to accommodate their schedule
- \* All participants can call into to the Quitline 7 days/week to discuss any issue at no additional cost

# Michigan Tobacco Quit Line Services

- \* All Michigan Callers Receive
  - \* Information & Referral
  - \* Text Messaging
  - \* Online Coaching
- \* Medicaid, Veterans & Youth under 18
  - \* Counseling
    - \* 4 sessions for general enrollees
    - \* 9 sessions for prenatal
- \* Medicare, Uninsured, Prenatal, Cancer Patients & County Health Plan
  - \* Counseling (same as above)
  - \* Up to 8 weeks of nicotine patch, gum or lozenge

# Who Qualifies for Telephone Counseling?

- \* Medicaid, including MOMS
- \* Medicare
- \* Veterans
- \* Uninsured
- \* County Health Plans (Medicaid Waiver)
- \* Youth (no insurance information is collected)
- \* Prenatal callers
- \* Cancer Patients (MCC Project)

# New Quitline-Online

The screenshot displays the Michigan Tobacco Quitline website. At the top left is the logo for 'TOBACCO REDUCTION AND PREVENTION'. To the right is an 'Enroll Now!' link, a login section with 'Username' and 'Password' fields, a 'LOGIN' button, and links for 'Remember me next time.' and 'Can't access your account?'. Below this is the phone number 'Call 1-800-QUIT-NOW (784-8669)'. A navigation bar contains links for 'Home', 'Enroll Now', 'How Do I Quit?', 'Success Stories', 'Provider Referrals', 'Tobacco Free MI', and 'Español'. Below the navigation bar is a sub-header 'Quitting Guides' with the text 'Helping Someone Quit'. The main content area is titled 'How Do I Get Started' and contains the following text:

Quitting tobacco is a process. The first step is the hardest. When you are ready to quit, The Michigan Tobacco Quitline can help you with each step in the quitting process.

**The Program**  
The Michigan Tobacco QuitLine is a FREE online service available to Michigan residents. When you become a member, you get special tools, a support team of coaches, research-based information, and a community of others trying to become tobacco free. Our expert coaches can talk to you about overcoming common barriers, such as dealing with stress, fighting cravings, coping with irritability, and controlling weight gain.

We also offer a free telephone service, so you can speak to a coach in person, if you would prefer. Through the telephone program you can receive a supply of gum, patches, or lozenges too. Call the QuitLine at 1-800-QUIT-NOW or 1-800-480-7848.

**How do I enroll in the online QuitLine program only?**  
Complete the brief [Enroll Now](#) form. If you are a Michigan resident, you will receive an email letting you know that you are enrolled. You can use the online service as often as you want!

**How do I enroll in both the online and telephone program?**  
Complete the brief [Enroll Now](#) form. If you qualify, you will receive an email letting you know that you are enrolled. You can use the online service as often as you want!

While completing the [Enroll Now](#) form you indicate the best time for a coach to give you a call. If you would like, you can call the QuitLine at 1-800-QUIT-NOW. When you speak with your coach we will begin your coaching program, and see if you are eligible for nicotine gum, patches or lozenges.

**We're here 7 days a week.**  
Monday - Friday 7 a.m. - 1 a.m. EST  
Saturday and Sunday 8 a.m. - 1 a.m. EST

If you call when we are closed, please leave a message and we will call you back.

At the bottom of the page is a footer with the navigation links repeated: 'Home | Enroll Now | How Do I Quit? | Success Stories | Provider Referrals | Tobacco Free MI | Español'. Below that is the text 'The Michigan Tobacco Quitline' and '© 2010 National Jewish Health'.

<https://michigan.quitlogix.org/>



# Michigan Quit Line

## Fax Referral Form for Health Care Providers



### PATIENT FAX REFERRAL FORM

Fax to: 1-800-261-6259

Today's Date \_\_\_\_\_

Use this form to refer patients who are ready to quit tobacco in the next 30 days to the Michigan Tobacco Quitline.

#### PROVIDER(S): Complete this section

Provider name	Contact Name
Clinic/Hosp/Dept	E-mail
Address	Phone ( ) -
City/State/Zip	Fax ( ) -

Does patient have any of the following conditions: ☐ pregnant ☐ uncontrolled high blood pressure ☐ heart disease

If yes, please sign to authorize the Michigan Tobacco Quitline to send the patient free, over-the-counter nicotine replacement therapy if available. If provider does not sign and the patient has any of the above listed conditions, the Michigan Tobacco Quitline cannot dispense medication.

Provider Signature \_\_\_\_\_

Please Check: ☐ Patient agreed with clinician to be referred to the Michigan Tobacco Quitline.

#### PATIENT: Complete this section

\_\_\_\_\_, Yes, I am ready to quit and ask that a quitline coach call me. I understand that the Michigan Tobacco Quitline will inform my provider about my participation.

Initial \_\_\_\_\_

Best times to call? ☐ morning ☐ afternoon ☐ evening ☐ weekend

May we leave a message? ☐ Yes ☐ No

Are you hearing impaired and need assistance? ☐ Yes ☐ No

Date of Birth? / / Gender ☐ M ☐ F

Patient Name (Last) (First)

Address City State

Zip Code E-mail

Phone #1 ( ) - Phone #2 ( ) -

Language ☐ English ☐ Spanish ☐ Other \_\_\_\_\_

Patient Signature Date

PLEASE FAX TO: 1-800-261-6259

Or mail to: Michigan Tobacco Quitline, c/o National Jewish Health®, 1400 Jackson St., S117A, Denver, CO 80206

**Confidentiality Notice:** This facsimile contains confidential information. If you have received this in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, disclose, copy or distribute.

<https://michigan.quitlogix.org/>



## TOBACCO REDUCTION AND PREVENTION

### PATIENT FAX REFERRAL FORM

Today's Date \_\_\_\_\_

Fax to: 1-800-261-6259

Use this form to refer patients who are ready to quit tobacco in the next 30 days to the Michigan Tobacco Quitline.

**PROVIDER(S): Complete this section**

Provider name \_\_\_\_\_ Physician, PA, Nurse, Health Educator, Etc. Contact Name \_\_\_\_\_  
Clinic/Hosp/Dept \_\_\_\_\_ E-mail \_\_\_\_\_ (Optional) \_\_\_\_\_  
Address \_\_\_\_\_ Phone ( ) \_\_\_\_\_ - \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Fax ( ) \_\_\_\_\_ - \_\_\_\_\_

Does patient have any of the following conditions: ☐ pregnant ☐ uncontrolled high blood pressure ☐ heart disease

If yes, please sign to authorize the Michigan Tobacco Quitline to send the patient free, over-the-counter nicotine replacement therapy if available. If provider does not sign and the patient has any of the above listed conditions, the Michigan Tobacco Quitline cannot dispense medication.

You do not need to fill out this section unless the patient is pregnant or has high blood pressure or heart disease and wants NRT. Patients with these conditions who want NRT must have the form signed by a provider licensed to prescribe in the State of Michigan.

Provider Signature: \_\_\_\_\_

Please Check: ☐ Patient agreed with clinician to be referred to the Michigan Tobacco Quitline.

Check this box if your client agreed in person or by phone.

Initial \_\_\_\_\_

Yes, I am ready to quit and ask that a quitline coach call me. I understand that the Michigan Tobacco Quitline will inform my provider about my participation.

Note here if patient agreed by phone.

Best times to call? ☐ morning ☐ afternoon ☐ evening ☐ weekend

May we leave a message? ☐ Yes ☐ No

Are you hearing impaired and need assistance? ☐ Yes ☐ No

Date of Birth? \_\_\_\_/\_\_\_\_/\_\_\_\_ Gender ☐ M ☐ F

Patient Name (Last) \_\_\_\_\_ (First) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ E-mail \_\_\_\_\_ (Optional) \_\_\_\_\_

Phone #1 \_\_\_\_\_ \*REQUIRED. Must be able to contact by phone. Phone #2 ( ) \_\_\_\_\_ - \_\_\_\_\_

Language ☐ English ☐ Spanish ☐ Other \_\_\_\_\_

Patient Signature \_\_\_\_\_

Date \_\_\_\_\_

PLEASE FAX TO: 1-800-261-6259

Or mail to: Michigan Tobacco Quitline, c/o National Jewish Health®, 1400 Jackson St., S117A, Denver, CO 80206

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# Feedback

- \* Doctors' offices
- \* Hospitals
- \* Agencies covered by HIPAA

Sample Fax from Quitline to Practice on Enrollment/ Quit Status

Providers will receive updates on patient's progress with the QuitLine:

1. Fax Received
2. Enrolled
3. NRT Ordered
4. Program Complete
5. Declined to enroll
6. Unreachable

*\*\* These updates are dependent on complete information on the fax referral*

Enrolled Faxback							
 TOBACCO REDUCTION AND PREVENTION							
Michigan QuitLine Confidential Fax Fax (800) 261-6259							
To:	Hana Tomah						
Fax:	313-875-4701						
Pages:	1						
Date:	5/11/2012						
From:	Michigan QuitLine Staff						
Patient's DOB:	3/24/1993						
Subject:	<p>Thank you for referring your patient [REDACTED] to the Michigan QuitLine. We are happy to announce that your patient has chosen to enroll in the Michigan QuitLine Telephonic Counseling Program. We look forward to our continued assistance in their effort to give up tobacco.</p> <p>If you have any questions or would like more information on the program, please call us at 800-784-8669. We appreciate your support of the Michigan QuitLine.</p>						
<table border="1"><tr><td><input type="checkbox"/> Review And Respond</td><td><input checked="" type="checkbox"/> For Your Information</td></tr><tr><td><input type="checkbox"/> Review And Discard</td><td><input type="checkbox"/> Per Your Request</td></tr><tr><td><input type="checkbox"/> Urgent</td><td><input type="checkbox"/> Call Upon Receipt</td></tr></table>		<input type="checkbox"/> Review And Respond	<input checked="" type="checkbox"/> For Your Information	<input type="checkbox"/> Review And Discard	<input type="checkbox"/> Per Your Request	<input type="checkbox"/> Urgent	<input type="checkbox"/> Call Upon Receipt
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# Fax Referral Process



- Fax the completed form to 1-800-261-6259
- Patient is called within 24 hours of receipt or based on the preferred times indicated by the participant
- 3 attempts to reach the patient based on the preferred times indicated on the fax referral form
- If no preferred times are indicated, we call the patient at 24 hours, 3 days and 10 days.
- Provider should receive the first fax update within 48 hours

# How can you make fax referrals to the Quitline more successful?

- **Make sure to fill out patient contact information completely.**
- **Make sure that the patient is prepared to receive a call from the Quitline: 1-800-QUIT-NOW (784-8669)**
- **Have the patient indicate their preferred times to be reached by the Quitline.**
- **Provider should sign for Nicotine Replacement Therapy on every form if the patient has a health condition requiring MD Consent.**



# National Jewish Health Website Screenshot

The screenshot displays the National Jewish Health website. At the top, a banner features a man carrying a child on his shoulders, with text promoting a personalized tobacco cessation program. Below the banner, the website layout includes a navigation menu on the left with links to 'The Easy Quitting Guide', 'Tobacco & Your Health', and 'Michigan'. A central feature story titled 'First-Year College Women Increasingly Taking Up Hookah Smoking' is highlighted. A red arrow points to a link labeled 'Click Here for Fax Referral Form' at the bottom of the page. The footer contains links for 'Privacy Policy', 'Home', 'Tobacco & Your Health', 'Providers & Partners', and 'Success Stories'.

from now for free!

personalized tobacco cessation program  
help you give up tobacco for life.  
[Learn more.](#)

food tastes so much better!

SEE MORE  
SUCCESS STORIES

**The Easy Quitting Guide**

Select a health topic:

**Tobacco & Your Health**

Learn about health risks and nicotine  
replacement therapies.

Select a health topic:

**Michigan**

It is our mission  
to help you quit tobacco-related  
addiction through  
collaboration and  
the Michigan Department of  
Health Tobacco  
for more information.

**Feature Story**  
**First-Year College Women Increasingly  
Taking Up Hookah Smoking**  
Jul 20, 2012  
Nearly a quarter of college women try  
smoking tobacco with a hookah, or water  
pipe, for the first time during their  
freshman ...  
**First-Year College Women Increasingly  
Taking Up Hookah Smoking**

**Click Here for Fax Referral Form**

Privacy Policy | Home | Tobacco & Your Health | Providers & Partners | Success Stories

The Michigan Tobacco Quitline

# Contact Information

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[www.michigan.gov/tobacco](http://www.michigan.gov/tobacco)

Or visit the Quitline at:

<https://michigan.quitlogix.org/>